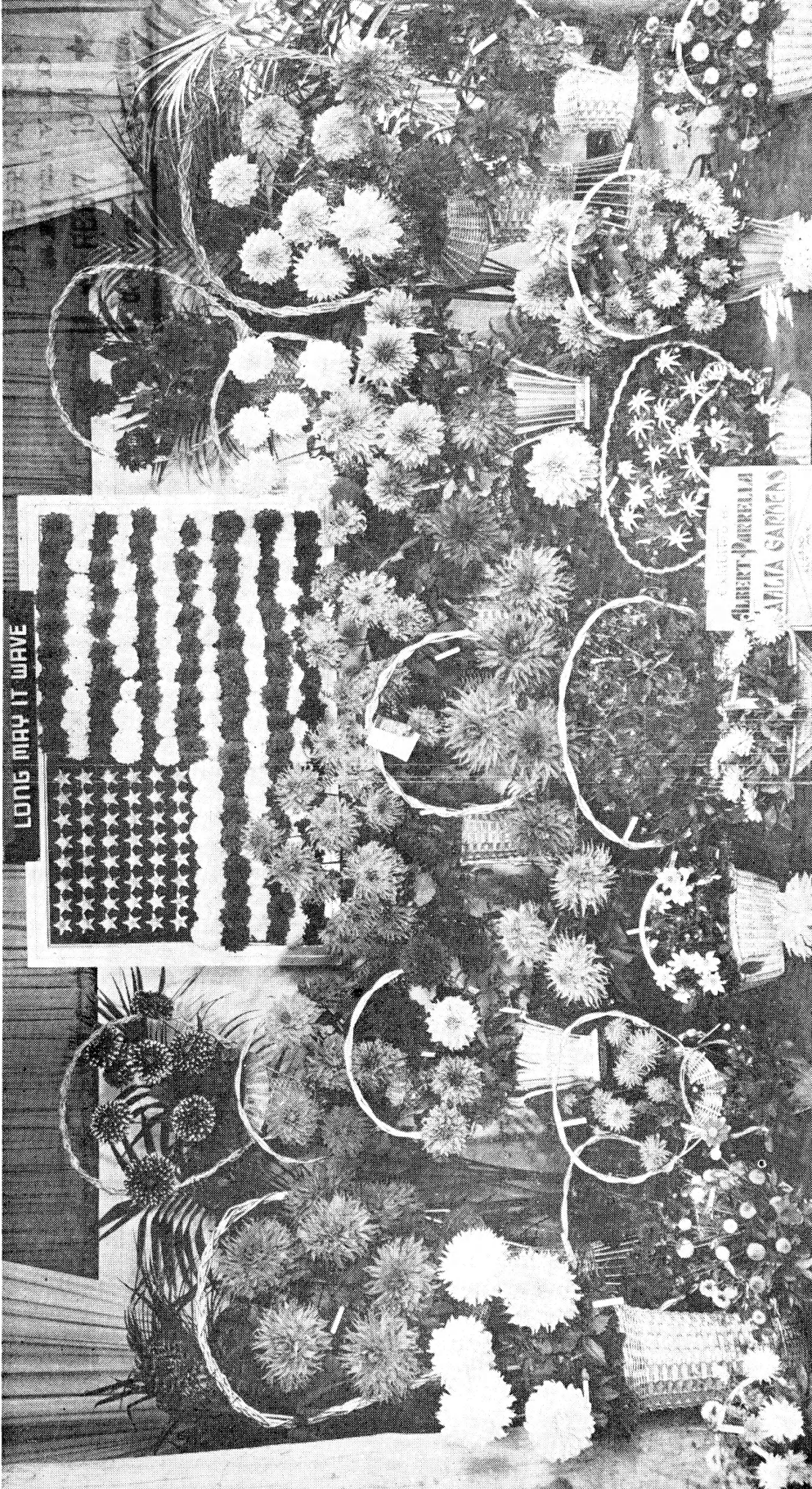


Historic, Archive Document

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PARRELLA'S 1941 DAHLIA CATALOGUE



SUPER DAHLIAS MARCH ON

To Our Friends and Patrons:

The photo on the front cover represents our First Prize Winning display at the A. D. S. Show, "Gardens on Parade" N. Y. World's Fair held on Sept. 20th, 21st and 22nd. Our display not only was beautiful and admired by everyone but also was rather an original one. As you can see from the photo we displayed a huge framed "Old Glory" made entirely of dahlias, white poms were mounted on the silver stars—bright red and snow white decoratives were used for the stripes. MARGIE PARRELLA and WHITE KING were used for the white, and LE TOREADOR for the red. Needless to say our display attracted the most attention of the visitors particularly for the original idea of the flag which was highly commented of being very appropriate particularly at this time. Honestly speaking this was quite a task. However, anything can be accomplished if we try. The size of the flag was 6½ ft. x 4½ ft. Nearly one hundred and seventy five large blooms were used and forty eight poms for the Stars. The stem of each individual flower were placed in water, as we did have a special arrangement of tanks in back of the frame, for that reason the blooms kept very well and we kept the flag on display for one week. Needless to say hundreds of photographs were taken of our display by the visitors during the three day Show and after that, and in some instances photographers had to wait in line over fifteen minutes in order to take a good photo as our display was always jammed, perhaps you were one of the many. We may add we kept a continuous display at "Gardens on Parade" from Sept. 14th until Oct. 23rd and there were many of our Novelties exhibited there which were highly praised and immensely admired. Many notations were made by the visitors particularly of our beautiful Seedling L - I - 2 now named LYNN FONTANNE in honor of the great actress. S. M. 37 - 19 now named MAGIC PRINCE, F. W. BECKETT, ALFRED LUNT named for that great artist of the stage. VIN WELL CRINKLES not large but very beautiful in color and formation. AMY PAGE and many others. Our display not only received First at the A. D. S. Show but also received a Special Award "Certificate of Appreciation" also many other First and Second Prizes. In other words the season of 1940 was another milestone added to our previous success. In closing am taking this opportunity of extending my sincere thanks to Mrs. Harriet B. Pratt and Mr. William A. Roiman and to all the Authorities at "Gardens on Parade" for their courteous treatment and also our thanks is extended to the hundreds of thousands of visitors for their fine comment on our dahlias.

ALBERT PARRELLA.

ALBERT PARRELLA DAHLIA GARDENS

3380 ELY AVENUE, Cor. 222nd St.

BRONX, N. Y.

Phone: OLinville 5-8384

DIRECTIONS FOR REACHING PARRELLA DAHLIA GARDENS

Customers can easily reach our place by taking the Lexington Avenue Subway, which passes through White Plains Avenue. Get off at ALLERTON AVENUE, and take the Boston Road bus, which runs right through Allerton Avenue. Ask the conductor to let you off either at GRACE or ELY Avenue.

By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

SPECIAL NOTE: AS WE ARE REVISING OUR MAILING LIST THIS COMING YEAR, FOR THOSE WHO HAVEN'T SENT US ANY ORDERS IN THE PAST, AND WISH TO RECEIVE OUR CATALOGUE, KINDLY NOTIFY US. (THANK YOU!)

Greetings . . . To My Friends:

It is with pleasure that I present you with this, my Dahlia Catalogue for 1941. Your generous and kind support is thoroughly appreciated and inspires me to continued effort to make available to you only the best.

This catalog would not be complete if I were not to take advantage of the opportunity to thank you for your many letters telling of various successes obtained from stock purchased from me. I am grateful to those who have been able to visit my gardens as well as those who have inspected my exhibits at the American Dahlia Society Shows, and many other shows we attend, because I feel my dahlias speak best for themselves.

To those who are familiar with my stock, no introduction is necessary and you have my pledge that the same quality will not only continue but improve if such is possible. To those who have not tried my service this is an invitation, an invitation that may prove a real opportunity for you to realize something you may not have been able to obtain elsewhere and no order is too small nor is any contract too large, I am pleased to serve you.

ALBERT PARRELLA.

IMPORTANT NOTICE — DO NOT OVERLOOK

Due to the limited space we are compelled to be brief with our descriptions. However, we want our patrons to know that the varieties listed in this Catalog are either Honor Roll, Certificate Winners, or has proven with us to be truly outstanding. Not only that, but the varieties offered are reliable in every respect, good growers, fine producers, insect resisting foliage and most of them are of large size blooms, and true prize winners. If you are interested in large size dahlias, you surely are not going wrong by ordering from us. This may be of interest to you to know that we do not force our dahlias for size, but we are gratified to know that our customers secure the lion's share of prizes at the Show.

VISITORS ARE WELCOME

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many novelties.

We want to thank those who have sent to us Seedlings for trial this past season. Assure you we have given them the best of attention. We would appreciate receiving more of them for the coming season providing they are good. We will do all we can to put them over.

A WORD ABOUT OUR DAHLIA PLANTS

We only offer plants of the most expensive varieties. You can secure plants at a much reasonable price. Our plants are made from base cuttings, and aren't over-propagated. We send out fine sturdy plants, well packed and GUARANTEED to reach you in perfect condition. If you take proper care of them you will not be disappointed. Our customers who have purchased plants from us in the past few years have been very well satisfied. Not only have our plants produced wonderful blooms for them, but also have secured good clumps. Plants will be shipped from May 1st on. If an early shipment is required, Kindly advise.

SENSATIONAL NEW DAHLIAS FOR THE SEASON OF 1941
FROM OUR GARDENS AND OTHER GROWERS

LYNN FONTANNE, S. C. to I. D. (Lee-Parrella)—Exhibition. 5 ft. tall. Blooms 13½ inches x 9½ inches. Spectrum red shades of carmine toward tips, with chrome yellow petaloids. The petaloids give a relief to the vivid red and soften the general tone color. Flowers facing on best of stems, the bush is an open grower with insect resisting foliage. A free and profuse bloomer. Has an exceptional long lasting quality after it is cut. One bloom measuring 13 inches x 9 inches which we had on display at "Gardens on Parade" lasted exactly ten days, and that is from Oct. 11th to Oct. 21st. At the end of that time it was a shame to discard it as it was in pretty good condition yet. "Lynn Fontanne" received First in the seedling class in a basket of 10 blooms, Sunday, Sept. 22nd at the A. D. S. Show at "Gardens on Parade."

Root \$15.00 Plant \$7.50



LYNN FONTANNE

(Some of the high-lights of this marvelous dahlia.) Largest bloom at the Wellston Ohio Show, 13½ inches in diameter by 9½ inches in depth. A comment from Prof. R. G. HUEY of Paintsville, Kentucky. "I should pick L-I-2 or Lynn Fontanne as a very promising dahlia. I displayed a basket of 6 blooms taken from one plant at a local Show, and it was easily picked as the finest exhibit there." MR. A. SWOBODA of Ridgefield Park, N. J.: "Lynn Fontanne a grand dahlia and when it does come I. D. has a very good chance of beating Murphey's Masterpiece at the Show table." MR. J. W. JOHNSTON in his Honor Roll description in HOUSE BEAUTIFUL Magazine described Lynn Fontanne as follows: "Lynn Fontanne (Lee-Parrella). This tremendous semi-cactus, which shows tendencies to be informal decorative, created quite a sensation at the World's Fair, partly due to its resemblance in form to Jimmy Foxx. Here, however, the similarity ceases for the new variety is peach to spectrum red. Blooms are immense (13" x 9" is not unusual) and are great keepers. Some kept 10 days at the Fair. A good strong, 5' plant with insect resistant foliage makes this dahlia, which has already won a seedling and largest bloom award, a most promising introduction." MR. LYNN B. DUDLEY, Past President of the A. D. S. Society, described Lynn Fontanne in his Honor Roll in "The Flower Grower" as follows: "Lynn Fontanne S. C. to I. D. Color spectrum red with chrome-yellow petaloids. The petaloids give relief to the vivid red and soften the general color tone of quite an unusual flower. Blooms measured 12" x 7" with only partial and late disbudding. Strong 10 to 12 inch stems above the leaf bract." DR. WILLIAM G. HOWE, of the N. Y. Botanical Garden: "Just a word to tell you how much I enjoyed your new dahlia Mrs. Lee (J. 2). It is certainly one of the most outstanding dahlias introduced this year, easy to grow, a prolific bloomer, with foliage of the insect resisting type. It has another good feature, that of lasting longer when cut than any dahlia I have ever known." MR. R. J. WHITE of Louisville, Kentucky: "Your Seedling L-1-2 now Lynn Fontanne, has been a real grand dahlia and I predict a great future for it." MR. J. ERNEST HULIN of Seattle, Washington: "Your seedling L-1-2 or Lynn Fontanne is a grand dahlia in every respect. Immense size, new color, fine stem and a very tight center. You should have great success with this dahlia." MR. H. M. BLAMER of Wellston, Ohio: "Your Lynn Fontanne was the largest bloom at our Show, 13½ inches in diameter by 9½ inches in depth. What a dahlia, and what a lovely plant to grow, you should go places with it." From MR. P. J. McKENNA, in charge of the "Dahlia Border" at the Bronx Botanical Garden: "Your seedling L-I-2 now named LYNN FONTANNE is a variety of outstanding merit having spectrum red flowers of unusual beauty, in fact this is a new color. Flowers attain as much as thirteen inches across. Borne on stiff upright stems the flowers are of good substance and possess long lasting qualities. It is a vigorous grower having foliage of a stiff leathery texture that seems immune to insect injury. Many notations were made of this dahlia by the visitors."

F. W. BECKETT, I. D. (Thomas-Parrella)—Color apricot yellow overlaid strawberry pink. Blooms are of immense size up to 12 inches or better, by 7 inch depth. Long and graceful stem holding the flower facing. Free and profuse bloomer. This variety has a good lasting quality after it is cut and is excellent under artificial light. The bush is an open grower with light green foliage of medium size, but they are insect proof. Height of plant 5 ft. An Honor Roll Dahlia. **Root \$10.00 Plant \$3.50**

MAGIC PRINCE (Hulin-Parrella)—Tall growing cactus of a lovely formation and color, being a large full centered bloom of lilac mauve. The bush is luxuriant with all good habits, clean stems at least ten inches from first set of leaves. This is the variety shown under No. S.M.37-19, formerly called "His Majesty" but changed to "Magic Prince." It is a seedling of Wenoka sired by Satan. Both parents can be noticed in the bush. We did not intend to release this variety until 1942, but popular demand forces us to do so regardless of the limited stock.

Received two Blue Ribbons in the seedling class in the Northwest and very popular at New York World's Fair "Gardens on Parade." Strong roots, while available, **\$10.00 Net Plants \$3.50 Net**

VIN WELL CRINKLES, I. D. (Blamer-Parrella)—Color, orchid shading to shrimp pink toward the tip. Petals crinkle, hence the name "Crinkles." Size of bloom 8½ inches x 5 inches or better. Long graceful stem holds the flower facing. Blooms are beautiful and very attractive to the eye, particularly for its unusual formation. Early and prolific bloomer with insect resisting foliage. Plant is a clean grower. Height of plant 5 ft. **Root \$7.50 Plant \$2.50**

ALFRED LUNT, F. D. (Parrella)—Exhibition as well as commercial. Height of plant 6 ft. Size of bloom 8 inches x 6 inches, or better. Color, Current red to scarlet. The petals of this remarkable dahlia when fully opened fall almost to the stem and the formation is almost like a ball dahlia. The flower is of very good substance and stands out with its brilliant color. Cane-like stem holding the flower facing and on top. Insect resisting foliage. This dahlia was also displayed at "Gardens on Parade" for over two weeks and admired immensely. **Root \$10.00 Plant \$3.50**

LINK'S WHITE MAJESTY (Link's Premier)—A huge Informal Decorative that may come Formal in some soils. A grand white dahlia that is clean and clear throughout with no trace of green or yellow centers so common in whites. Has everything in size, bush and foliage, is a rugged grower and will give most satisfactory results in both garden and showroom. Winner of the American Home Achievement Medal at Irvington, N. J. Early frost spoiled chances of later showings. **Plants \$5.00**

WINNING WAYS, I. D. (Dixie Dahlia Gardens)—8 inch to 10 inch center opens a creamy yellow, blending to a bright amaranth pink, each petal heavily based with chrome yellow, which makes an interesting contrast in color. The general appearance is pink. Has been pronounced an improved Josephine G. An abundant bloomer on a medium size bush. Won Certificate of merit at East Lansing. On FLOWER GROWER Honor Roll. **Plants \$3.00**

AMY PAGE, I. D. (Chappaqua)—A new dahlia of deep chrome yellow with a faint suffusion of scarlet. The blooms naturally grow to a large size on a clean, open, vigorous bush. An Honor Roll Dahlia. **Roots \$10.00**

BUFF BEAUTY, F. D. (Chappaqua)—This variety can best be described as a buff colored Jersey's Beauty, but larger in size. Its form is the same as its parent and the bush growth is more vigorous. **Roots \$5.00**

ALL AMERICAN S. C. (Salem Dahlia Gardens)—Mulberry rose suffused salmon with wax yellow at base of petals. The petals twist somewhat, and point in all directions. The blooms are of immense size and are held on best of stems. This is a true prize winner. Height of plant from 6 to 7 feet. **Plants only \$7.50**

CAPT. CEDARQUIST Str.—I. C. (Frank's Dahlia Gardens)—Seedling of Miss Belgium. Color, bright salmon orange, shading into a lighter tone at the tips. Size of bloom: 6x4½ inches. First class cutflower and exhibition variety under 8 inches, winning two "American Home" Achievement Medals. Bush 4 to 5 feet. **Plants only \$2.50**

LOWELL THOMAS (Greubels Gardens)—A giant informal decorative, rare, distinctive color, misty rose pink, suggesting lavender, slightly twisted petals showing ivory linings, adding charm to its formation. Blooms naturally large, easily grown 12 inches. Flowers facing, high out of foliage on excellent stems. Luxuriant insect resisting foliage. Bush 5½ to 6 feet. **Plants only \$3.50**

MRS. W. KEENE (Knight-Garfield)—A massive informal from Australia that can be grown from 10 to 12 inches with a depth of 8 inches. Color light yellow. Neat formation petals roll back to the stem, appears to be almost round. Stems are long and straight. Exhibition variety. An Honor Roll Dahlia. **Plants only \$3.50**

SNOWCREST I. D. (Alexander-Dahliadel)—A medium size white, a true lovely dahlia of fine form and exceptional beauty. The blooms are facing on best of stems, and has a lovely lasting quality after it is cut. Good clean grower and exceptionally fine foliage. Winner of many Prizes and an Achievement Medal where ever shown. **Plants only \$2.50**

SPECIAL NOTICE

1. NOTHING but tried and selected tubers is sent out.
2. I PRACTICE treating my customers as I would want others to treat me.
3. I SELL my stock at prices that are within reason.
4. I AM NOT trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

OUR GUARANTEE

Finally, I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory stock if we are notified.

SHIPPING: We ship our dahlia roots from April 20th on. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express with the exception of any order amounting to less than one dollar (\$1.00). Kindly add ten cents for postage.

If there is any variety that you're interested in and don't find listed, write to us, we may be able to accommodate you, as we have many more varieties but only in small quantities, and that is why we have not listed them.

There is a great difference between the dahlia our father used to know and the modern dahlias.

THE FOLLOWING ARE SOME OF THE FOREIGN VARIETIES THAT HAVE PROVEN TO BE VERY SATISFACTORY AND WORTHWHILE GROWING IN ANY DISCRIMINATING GARDENS MAJORITY OF THEM IN PLANTS ONLY

FRAU STUTGRADE, F. D.—Color, Carrot red, changing to chrome yellow at base, reverse coppery red with white veins. A very large dahlia with good depth and fine stem. Height of plant 5 ft. **Plants only \$3.50**

MISS Z. CURLY, I. D.—Color, deep Japanese yellow with gold blendings, with saffron yellow reverse. Blooms of immense size on fine stem. Height of plant 4½ ft. **Plants only \$3.50 Net**

CHARLOTTE E. COLLIS, I. D.—Russet orange, canary yellow at base, reverse yellowish cast. A fine dahlia in every respect. Height of plant 5 ft. **Plants only \$2.50**

DON SOWTON, I. D.—A lovely dahlia of exceptional size, a sport of "Miss Sowton." Color, mauve pink. Flowers held on the best of stems. This is a true winner. Height of plant 4 ft. **Plants only \$1.50**

CLARE FLEETWOOD, F. D.—Color, pinkish rose blending to white at the base of petals. Reverse blending into violet rose. Blooms of good size and good substance, free and prolific bloomer. Height of plant 6½ ft. **Root \$5.00 Plant \$2.00**

BIJOU, St. C.—Color, flame red, beautiful shape. Medium sized flower on fine stem. This variety not only can be used for Exhibition, but cut flower as well. A real fine dahlia. Height of plant 4 ft. **Root \$3.00 Plant \$1.50**

MARVIS TIERNEY, F. D.—Color, scarlet maroon. Flowers are of immense size, 12 inches or better. Blooms erect on best of stems. Good growing plant with fine insect proof foliage. **Plants only \$2.00**

ICEBERG, S. C.—A lovely medium sized dahlia of exceptional beauty. Color, violet rose at the base with yellowish white toward the tip. Winner at the A. D. S. Show. This dahlia will win for you also. Good plant, fine foliage and best of stems. Height of plant 4 ft. **Root \$5.00 Plant \$2.00**

GENERAL FANCHER, I. D.—Color, mauve rose blending to cream yellow at base. Reverse same with yellow veins. The large blooms are erect on the best of stems. Plant and foliage exceptionally good. **Root \$5.00 Plant \$2.00**

**IN THE SMALL VARIETIES, WE ARE OFFERING FOR 1941
THE FOLLOWING WHICH ARE VERY GOOD**

LITTLE SLAM (Hulin-Parrella)—Miniature cactus of very appealing color and shape. Medium low bush covered all season with small flowers of a lively violet rose. Fine pointed petals like "Little Diamond." In the Northwest shows it won four Blue Ribbons. Extra showy as a basket flower and always attracts attention. You will be glad you planted **LITTLE SLAM.** **Roots \$1.50 Net**

CLIO (Hulin-Parrella)—A little classic in baby pink and cream. The miniature semi-cactus blooms are very much like the well-known Alex Craig in formation and the bush is about 30 inches. Winner of several Blue Ribbons in the seedling classes the past two seasons. A fine keeper and good root producer. **Roots each \$1.00 Net**

Green, black and blue dahlias as yet don't exist. Any other color? Sure, you'll find it in my list.

NAVAJO, F. D.—Miniature. Deep maroon, a color that is greatly lacking in the miniature class. The blooms are small with perfect centers at all times. It is a free bloomer and a wonderful keeper when cut. An Honor Roll miniature. **Roots \$2.00 Net**

FASCINATOR, F. D.—Miniature. Small blooms of bright scarlet. Perfect centers always. A variety that will be hard to beat on the show table. **Roots \$2.00 Net**

MERCURY, M. P.—A new miniature of the Bishop of Llandaff type, but darker in color. Rich velvety crimson. Blooms freely throughout the season. Dark attractive foliage. **Roots \$2.00**

ANDRIES ORANGE, C.—Color, bright orange. A miniature of exceptional beauty. **Root \$2.00**

TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st, scatter, a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th, the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

MODERN DAHLIAS, a book by "J. Louis Roberts," is one of the most up-to-date in the art of growing better dahlias. Also how to take proper care of them from the beginning of the season to the end. Mr. Robert's has to his credit twenty-five years of experience in growing dahlias, and his knowledge is really worth while to the Amateurs as well as Professionals. The cost of this book is (\$2.00), which can be secured either from us or from the "Doubleday, Doran Outdoor Books," Garden City, New York who are the publishers.

"SUPER DAHLIA SEED"

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised, as can be attested to by the many visitors to my gardens the past season.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

50 Seeds \$3.00 Net

100 Seeds \$5.00 Net

SPECIAL OFFER

Our SPECIAL OFFER in the past years have met with such great popularity with our customers that we are continuing with same.

We have only changed it so that our customers may select the variety they would like best. With any retail order amounting from \$5 to \$10, you may Select 10% additional stock FREE. From \$10 to \$20 you may select 15% additional stock FREE. From \$20 to \$30 you may select 20% additional stock FREE. From \$30 or more you may select 30% additional stock FREE.

With any order amounting to less than \$5.00, we usually include an extra root free.

These offers do not include our Special Combinations. Seeds, Trade Discounts and Varieties marked net.

IMPORTANT: All our new introductions are GUARANTEED to be true to description, if proven otherwise, we will gladly refund the full amount paid for same.

JUST A FEW OF OUR MANY TESTIMONIALS

New Iberia, Louisiana, May 11th, 1940

Dear Mr. Parrella:

It had been my intention to write you a full report on the various specimens, but due to an unprecedented rainfall all during the growing and maturing season, I would say that my crop of fine dahlias was almost a failure, although persons seeing them did not agree with me. However, there is one thing that I want to tell you about and I think it is worth mentioning anywhere and at any time, and that is the beautiful dahlia you gave me—your own Margie Parrella. That plant performed nobly. In spite of the heavy rainfall, it withstood everything and I never have seen a prettier white dahlia. It is perfect. It demonstrated its hardiness under adverse conditions and its beauty is unquestioned and unexcelled. Please congratulate Miss Margie on having such a wonderful flower named for her.

A. C. B.

Paintsville, Kentucky

Dear Mr. Parrella:

The dahlia clumps were returned to you last week and I am just now getting around to reporting on them. It has been a real pleasure to try them and have an opportunity to show the public some of those you are putting on the Market. Seedling S. M. 37-19 now named MAGIC PRINCE has drawn more comments than any other dahlia in my plantings this past season. The color is something unusual, quite different in shade from any other and was unaffected by sun, heat or rain. The stems are of excellent length and strong and wiry although slender. Unlike so many dahlias being sent out it is not a shy bloomer but carried a fine crop throughout the season. Blooms are remarkably uniform in size and quantity. Height around 6 feet. Foliage good, growth open and upright.

R. G. H.

Brooklyn, N. Y., November 22nd, 1940

Dear Mr. Parrella:

Am writing to let you know how my dahlia bulbs turned out, they were beautiful. I had one that did not sprout and that was Hunt's Velvet Wonder. I would like to know if I send for another collection in the spring, if they would be different from the ones I got this spring, for I would not want the same, and I would like to know if you have seeds of the Chrysopocan. M. S.

General List of Standard Varieties

The varieties listed herein are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from over propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

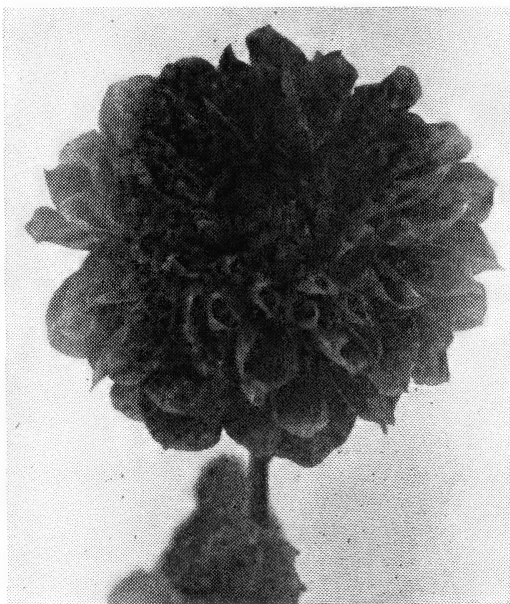
KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi-Cactus; I. D.—Informal Decorative; St. C.—Straight Cactus.



ADA HOFFMAN

ADA HOFFMAN (Parrella, Blamer—Hulin) I. D.—A beautiful golden color dahlia which attracted plenty of attention at the New York Dahlia Show of the AMERICAN DAHLIA SOCIETY. This dahlia was selected by Miss Ada Hoffman, daughter of Governor Hoffman of New Jersey, and named in her honor. The selection was made among many dahlia seedlings at the Show. The Ada Hoffman dahlia is unquestionably very outstanding. Blooms average 10 inches or more and are of perfect formation. Height of plant 4 to 5 feet. Very attractive foliage and insect resisting. A perfect stem. On Mr. Johnston's and Mr. Barron's Honor Roll. Root \$3.00 Plant \$1.25

A. L. ALEXANDER—This dahlia was named in honor of the great radio announcer—(I. D. Stock-Parrella-Hulin)—We are offering this grand dahlia in plants only. Color, dark flame with shades of grenadine red, lines of gold all overlaid with bronze sheen. Blooms from 11 to 12 inches, and from 7 to 8 inches in depth. A very massive dahlia. A strong grower with excellent branching habits. Blooms in profusion from early until late. The huge blooms are erect, facing on cane like stems, with perfect center. An exceptionally fine foliage. On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Height of plant, 4 feet. Root \$5.00 Plant \$2.00



A. L. ALEXANDER

ADIRONDACK SUNSET (Cackener-Parkway) I. D.—Color, a deep vivid scarlet, shading to a bright canary yellow at the base. The petals are long and broad, forming a high, tight, rose-like center, showing the deep gold reverse of petals. Height, 5 feet. Root 50c

A. G. GOODACRE (Goodacre-Dixie) F. D.—Lemon yellow, tipped white. Blooms average from 9 to 10 inches, on long straight stems. Early and profuse bloomer, with insect resisting foliage. This dahlia is a real knock-out in its own class. Something different. Winner of two Firsts, in the Seedling class, Certificate of Merit at East Lansing, with a score of 85—5. An Honor Roll dahlia. Root \$5.00 Plant \$2.00

ADORABLE I. D. (Angell-Parkway)—Color, a vivid peach, shading to an orange yellow glow at the center. The petals are long and broad and gracefully twist near the tips, giving the large flowers a star-like effect. Height, 5 feet. Roots 75c

ALYCE MARIE GALVIN F. D.—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded. Certificate of Merit at Storr's. Height, 5 feet. Roots 50c

AMELIA EARHART S. C.—Color, apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings. Height 5 feet. Roots 75c

AMERICAN PURITY (J. Nuneviller)—Glistening white. True semi-cactus type with absolutely straight stems which are in proportion to the size of the huge blossoms and clean foliage. Having good substance, it can easily be carried to the Show Room in perfect condition. An Honor Roll Dahlia of great merit. Height, 5 feet. Roots \$1.00

ANGELO ROSSI I. D. Color vivid gold outer petals flushed a deeper shade of salmon gold. Flowers very large, and deep strong stems. **Roots 75c**

ANNA BENEDICT, I. D. (Benedict-Dahliadel)—Color, rich deep garnet, with black shadings at the center of the bloom. A very fine dahlia. A Certificate winner. Height of plant 5½ ft. **Root 50c**

AMERICAN VICTORY, F. D. (American D. F.)—Color is a rich ox-blood red that needs no protection or shading as the color goes all the way through the petal. Plant of splendid growth with dark green foliage. Winner of the Achievement Medals and many other prizes. Height of plant 5 ft. **Root \$5.00 Plant \$2.00**

AUTUMN SUNSET, ID (e-mh)-C—Lemon yellow lightly tinted spinel red. An exceptionally strong grower and highly resistant to insects. This dahlia holds an enviable trial garden record. Very large blooms, good stems. **Roots \$1.00**

AZURA, ID (e-mh)-C—A giant dahlia, color rosy lilac with a bluish violet sheen. A clean vigorous grower but a late bloomer. **Root \$1.00**

BAERNES S. C. (Ballego)—This is without doubt one of the best European novelties. The color is a striking carmine rose throughout the entire flower. The petals are pointed and the stems hold the blooms at a fine angle. This variety has fine branching habits. Height, 4 feet. **Roots \$1.00**

BALLEGO'S SURPRISE S. C. (Ballego)—One of the most beautiful whites. A Seedling of Frau O'Bracht which already has made a fine record and captured many prizes throughout the country. Height, 4 feet. **Roots 75c**

BALTIMORE BELLE. S. C.—The royal robe of Caesar could not compare with the beauty and luster of the purple-red glow of this new and magnificent Dahlia which we honor by the name of Baltimore Belle. **Roots \$3.50 Plants \$1.50**

BETTY KUNZMAN—Lovely pastel shades of cream and orchid. The blooms are 8 inches on good stiff stems. **Root 75c**

BLACK KNIGHT I. D. (Kemp)—The name of this dahlia ought to be sufficient to give you an idea of the color. Dark velvety maroon, almost black. The flowers are of great size, often up to 14 inches in diameter. Plant has a wonderful branching habit. Height, 6 feet. **Roots \$1.25**

BLUE RIVER (Salem) F. D.—The name is very appropriate for this dahlia. Color, deep lilac or bluish mauve. The nearest to blue dahlia we have seen. Good size bloom on fine stem. Height 4 ft. **Roots 50c**

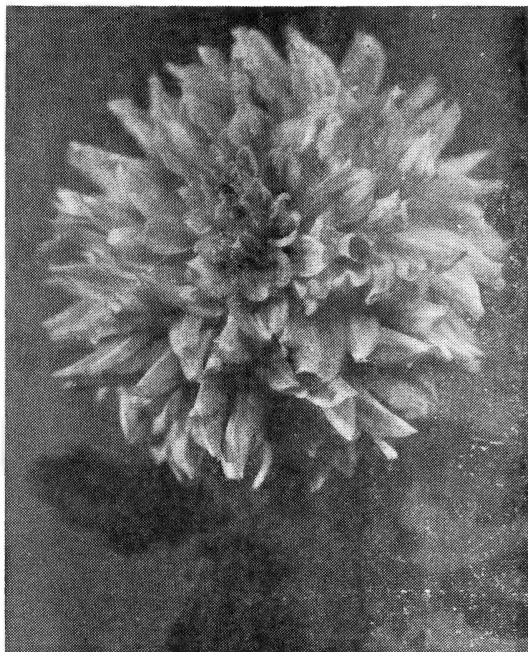
BUCKEYE KING F. D. (Peck)—A very large clear glowing amber yellow that won many prizes. The blooms which are large and of good depth are held facing sideways, on good stems, well above the foliage. Tall and very Vigorous growing bush. Height, 6 feet. **Roots 35c**

BURCH FORAKER (Slocum) I. D.—A seedling of Son of Satan, with all the good qualities of its original parent. Can easily be grown 12 inches in diameter, and 7 or 8 in depth. Color, brightest flame red we have ever seen. Good substance and fine stem. The highest score dahlia at the Mid-West Trial Gardens, 1938. **Roots \$2.50**

The dahlias of yesterday were marvelous, dahlias of today these have surpassed with the co-operation of the growers, the progress shall last.

BILL ARBURY, S. C. (FitzGerald-Parrella)—A lovely clear white with cream shading at the base of the petals. This variety has a leaning in some blooms to informal decorative such as we find in Frau O'Bracht, blooms average 10 inches or better with great depth, without forcing and minimum disbudding. Petals curl half their length as flower matures. To add to its beauty, Bill Arbury has a high as well as a tight center until the end of the season. An excellent plant with fine foliage, exceptionally good long stem, holding the majority of the flowers facing, occasionally some blooms are on top. Height of plant about 5 ft. Note: BILL ARBURY was immensely admired at the New York Botanical Gardens, Dahlia Border. On Mr. Dudley's Honor Roll in "THE FLOWER GROWER" Magazine.

Root \$5.00 Plant \$2.00



CALIFORNIA IDOL I. D. (Ballay)—Clear, bright, self-colored yellow. In size it ranks with the very largest, growing to 14 inches and more, with corresponding depth, and yet is an extremely refined flower in every sense. It won the American Home Achievement medal at Boston, and the Dahlia Society of California medal at San Francisco as the best undessimated three-year-old seedling. Height, 4½ feet.

Roots 50c

DIR. CARL DAHL (Scott) I. D.—A graceful giant flower can easily be grown to 12 inches or more. Color, apricot buff, reverse old rose, with a concentration of old rose at center. A free bloomer, with fine stem.

Roots \$1.00

CHAPPAQUA SUNSET (Semi-cactus) Chappaqua Gardens—A new Dahlia of rare, distinctive coloring and formation. The color is bronze with a golden suffusion, overlaid with a metallic sheen. The reverse is rose. The petals point forward and twist showing the reverse color. Blooms average 10 to 12 inches when grown in the open field. Strong stems hold the flower at the proper angle well out of the foliage. The bush growth is vigorous, height 5 feet; luxuriant insect-free foliage. Received the Award of Honor at the Trial Grounds of the Dahlia Society of Georgia for a valuable addition to the semi-cactus class.

Roots \$2.50

CHARLES L. MASTICK (F)—The colour is rich bright orange, deepening to a darker orange at the centre. The reverse is grenadine pink. Strong, vigorous plants hold the immense blooms well above the foliage. Root \$1.25

CHATTAQUA SALUTE (F. D.)—This dahlia is by far the purest white of any dahlia known to date, and a prolific bloomer. The flowers, which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. Height, 4½ feet.

Roots 35c

- CORALLINA, I. D.**—An imported variety that we like very much. The large blooms are a brick red shading to gold at the base of the petals. Extra long stems hold it perfectly. **Root \$50c**
- CHEROKEE BRAVE, I. D. (Ricks-Dahliadel)**—Color, ox-blood red that holds its color in the hottest sun. Blooms average 11 inches or better. It is a constant winner at the Show Table. A dahlia really worthwhile trying. Height of plant 5½ ft. **Root \$2.00**
- CITY OF WELLSTON F. D.**—This is what I believe to be the greatest flower of its coloring ever put on the Market. Color, Rhodamine purple, reverse rose purple, bourne in abundant profusion from early summer until killed by frost. Height, 5 feet. **Roots 35c**
- CLARA CARDER I. D. (New Zealand)**—Certainly one of the best, and a great exhibition variety, of clear cyclamen pink; largest flowers on great stems. **Roots 50c**
- CONSUL GENERAL QUIST, S. C. (Ballego)**—A beautiful European variety of good size and fine form, with color combination of cameo pink and creamy white. Very outstanding. On Mr. Johnston's Honor Roll in the HOUSE BEAUTIFUL Magazine. **Roots \$1.50**
- CONVENTION CITY (Lee-Hulin)**—A different type of Informal that is nearly as deep as wide. The large heavy blooms are made up of many petals, some fluted and some tubular. It is an attractive color hard to describe, a blend of red shades giving it the general appearance of Hammered Copper. The high crown center is always full and the stiff stems hold it up well. It never shatters and keeps till the last petal dries up. Bush very rugged with light green foliage which the insects do not like. This was grown and shown in California with fine success. Good root producer and keeper. Mentioned on THE FLOWER GROWER Honor Roll for December. **Roots \$3.00 Plants \$1.50**
- DAHLIA CRAFT S. C. (Modern Dahlia Gardens) THE UNBEATEN CHAMPION.** A light canary yellow, 10 in. to 12 in., to 8 in. deep, long, graceful stems, holds flower erect, an ideal keeper. Bush 5 ft. **Roots \$2.50**
- DARCY SAINSBURY F. D.**—One of the finest whites we ever grew. This dahlia came to us from AUSTRALIA. This is a champion, without exaggerating. The immense blooms are erect on cane-like stems, facing sideways. Height of plants 4½ feet. **Roots \$1.00**
- DISCOVERY (Salem) I. D.**—Huge flowers of deep rosy magenta with a deep reddish garnet center. An excellent variety to force for a large size. Strong stem and a fine grower. **Root \$1.00**
- DORIS ARLEEN (Hulin-Parrella)**—Here is a pink that is true in every petal. Deep full Informal of 8 to 9 inches on wonderful stiff stems. The first bloom of the season is lovely and it continues to get better as the season advances. Doris has several Blue Ribbons to her credit and reports from several sections where we had it on trial acclaim it a wonderful flower and worth much more than we are asking for it. You will be adding a real gem to your collection with this irresistible pink. **Roots \$2.50 Plants \$1.25**
- DR. HARRY CUSHING, I. D.**—Color, a light mallow pink, on the outer petals, shading to a deeper pink at the center. A bloom of gigantic size, 12 inches in diameter or better, with very good depth. We grew this variety at our gardens this past season, we must honestly say it is a grand dahlia. Exceptionally fine plant, with dark green insect foliage, and a marvelous branching habit. Height of plant 5 ft. **Root \$3.50 Plant \$1.50**

DIRECTOR MARSHALL A.

HOWE, F. D. (Parrella-Hulin-Blamer)—This is what we call a perfect dahlia. A fine formation, beautiful color, exceptional fine stem and the very best of foliage. Prize Winner wherever shown. Also a Certificate Winner from the Georgia Trial Ground. Color, general effects velvety tyrian—rose; in detail, the color is a cardinal red overlying mulberry. The red fades as the end of the petal is approached, showing the under-color of mulberry purple. To the whole flower there is a cast of rose cerise. The petals fall back almost to stem, giving a ball effect. Height of plant 4½ ft. **Root \$3.50 Plant \$1.50**



DIRECTOR MARSHALL HOWE

DWIGHT W. MORROW (I. D.)—A gigantic red dahlia that was admired by everyone who saw it. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation, made it a winner everywhere. Height, 4½ feet. **Roots 50c**

EAGLE ROCK FANTASY I. D.—The blooms of this variety are not only large in size but beautiful. Color, Clear mallow pink or violet rose with silver shadings. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Height, 4½ feet. **Roots 50c**

EDWARD THOMAS BEDFORD I. D.—A very striking dahlia of a bright cerise color with a silvery reverse. Height, 4½ feet. **Roots 35c**

EVENTIDE, I. D. (Hillside Farm—Here is a most unusual dahlia. A rich violet-purple with outer petals streaked lighter purple, end of each petal is deeply lacerated. Blooms are of large size with very good depth. This dahlia scored 86 at the Trial Ground. Height of plant 4 ft. **Root \$5.00 Plant \$1.65**

EVERYBODY'S FAVORITE, I. D. (Salem)—Color, rose pink with a trace of lavender. Petals slightly twisted. A very fine dahlia, and has many winners to her credit. Height of plant 5 ft. **Root \$5.00 Plant \$2.00**

FIREBALL (Bissell) F. D.—Color, a brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resisting. Honor Roll and Certificate of Merit. Winner of three Blue Ribbons in formal decorative classes. Height about 5 ft. **Roots 75c**

**If you like to have your garden looking beautiful during the summer and fall
you will have to give them some thought now.**

GOLDEN BEAUTY I. D. (Silvernale-Oakleigh)—We are using the description given by Mr. I. W. Johnston in the "House Beautiful" Magazine. We believe this description fits to a "T" to this marvelous dahlia. Is an informal decorative, just naturally big. Blooms from twelve to fourteen inches off the same plant. Seven feet tall and with facing flowers of a lovely rich golden shade. One of the finest centers I have ever seen on a dahlia,

Root \$1.00

GOLDEN STANDARD S. C. (Downs)—A dahlia that was very much needed in this class. A very showy variety of large size. Color, a golden tan, blushed with tints of amber and bronze. The blooms are held facing on long stiff stems. Plant averages 6 feet.

Root 50c

Our stock of Golden Standard took a Special Prize at the last New York Show for the best quality of blooms.

GOOD NIGHT (I. D.)—This is one of the prettiest dark dahlias we have had the pleasure of growing. Blossoms average 10 inches or more. Color, ox-blood red shaded maroon. This is one dahlia that should not be overlooked.

Roots 50c

GRACE CURLING (S. C. - I. D.)—A charming dahlia of good size. Color, bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. Height, 5 feet.

Roots 25c

GRAND SLAM (Hulin-Parrella)—Here is the best true-to-type Semi-Cactus we have ever seen and a color combination all its own, bright rose, citron yellow, and light pink. The 9 to 10 inch blooms are held well on good stems. Winner of three Sweepstakes, five Firsts and a Special Award at four Northwest shows. You can make a GRAND SLAM with this beauty. Stock limited. Height 4½ ft.

Root \$1.25

GREATER GLORY, S. C. (Salem)—Color deep rose pink, occasionally shading to sulphur yellow at the center. Strong healthy bush with fine foliage. Good stem and excellent bloom. Winner of many prizes at the leading Shows.

Root \$1.50

GRETEL (Bauer) C—Color, a soft fiery red. Fine for exhibiting and cut flower. Best described as a larger and darker Miss Belgium.

Root 50c

HILLCREST MANDARIN I. F. (Scott)—Color, Oriental Scarlet, flushed and shading to a golden yellow, with a golden yellow reverse. The petals twist and curl in a most artistic manner, giving the huge flowers size and depth. Height, 5 feet.

Root 50c

HILLSIDE GOLD (Hillside Farm)—St. C. Color, rich golden yellow, with an apricot glow, especially at the center of the flower. This variety is a fine grower, good foliage, and the best of stem. Winner of several blue ribbons. On Mr. Johnston's Honor Roll.

Root \$3.00

H. R. S. I. D. (Seal)—The blooms are large and deep. The petals are long and broad, and twist and wave in a most enhancing manner. Color, golden yellow throughout; no other shade or tint. The flowers are held on strong stems, with insect-resistant foliage. Height, about 5 feet.

Roots 35c

HUNT'S VELVET WONDER I. D. (Hunt's-Burnett Bros.)—An Honor Roll dahlia. Another giant of great beauty. Color, bright violet burgundy. Blooms up to 15 inches. Stands erect on a fine stem, and disease resisting foliage. Height, 5 feet.

Roots 50c

FOREST FIRE I. D. (Dahliadel)—In the bi-color classes this variety should have a wonderful future. Forest Fire has distinct lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips enhanced by clear yellow petaloids. Height, 4 to 5 feet. **Roots 50c**

FIGARO, S. C.—Color, deep golden yellow, heavily splashed and striped reddish cerise. This is supposed to be a Sport of Satan of French origin. The blooms are of immense size and are held on best of stems. Much admired at "Gardens on Parade," New York World's Fair. Height of plant 4 ft. **Root \$2.50**

FRECKLES, I. D. (Kemp)—Color, lemon yellow, speckled and striped peach red. A seedling of La Fiesta. This is truly an unusual dahlia, a real novelty. Height of plant 4½ ft. **Root \$1.25**

FRANZ BERGER St. C. (Berger)—Another grand dahlia from Germany. Color is bright coral red. This dahlia will have many friends in the dahlia world. Height, 4 feet. **Roots 50c**

FRED SPRINGER (F. D.)—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or hedge. **Roots 50c**

FREIDA GEORGE I. D. (Australia)—One of the most beautiful dahlias we had the pleasure of growing. The color is helio and cream, and one has to see it to fully understand the delicate color. The blooms are large on wonderful stems. One of the very best. This variety won many prizes this past season throughout the country. Height, 5 feet. **Roots \$1.50**

FROLICHE PFALZ (C.)—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Unusual in form and beauty. A great favorite everywhere. Height, 4 feet. **Roots \$1.00**

FRAU O'BRACHT S. C.—A clean cut, straight petaled flower of clear primrose yellow. Received A. D. S. Certificate of Merit. Height, 4 feet. **Roots 75c**

GEORGE WASHINGTON, I. D. (Sutcliff-Parrella)—Large rose pink dahlia of fine quality. The huge blooms are erect on cane-like stems. The best of foliage and a fine plant. Height of plant 5 ft. **Root \$2.00**

GLADYS GLAD, I. D. (Parrella)—Color, deep old rose at center, paling out to pale old rose and buff on outer petals. Each petal carries a spectacle of a yellow at base. Each petal delicately tipped with gold. Blooms average 12 inches or better on cane-like stems. A lovely dahlia named for a beautiful lady. Grow Gladys Glad this year, and have something different in your garden. The plant is an open grower with fine dark green leathery foliage. A real fine dahlia. Height of plant 5 to 6 ft. **Root \$5.00 Plant \$2.00**

GLAMOUR, I. D. (Salem)—This is a real huge dahlia with size and depth, and has many winners to its credit. Color is a true purple deeply edged amaranth pink. We recommend this dahlia highly. Height of plant 5 ft. **Root \$5.00 Plant \$2.00**

GOLDEN GOBLIN (F. D.)—A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it a great depth. **Roots 50c**

INCANDESCENT (Weyer's-Parrella) I. D.—Color, rich rosy buff suffused yellow light old rose. Center, rich old rose, paling to light buff on outside of petals. High centered well formed flowers. Size of bloom from 10 to 13 inches in diameter. Blooms in great profusion. The huge blooms are held facing sideways on cane-like stems, well above the foliage. The plant is an open grower with insect resisting foliage. Incandescent is a Seedling of Jane Cowl, only larger in size and more beautiful in color and formation. Incidentally, this dahlia scored 85 at the East Lansing Trial Ground in 1936. Height of plant 6 feet. **Roots \$2.00**

INDIANA MOON (I. D.)—This is truly a giant dahlia with a pleasing combination of color described as flesh ochre with lines of special pink. **Roots 50c**

JANE COWL (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color, a glistening bronzy buff and gold, blending to a deeper shade at the center. Height, 6 feet. **Roots 25c**

JANE DEW I. D.—A magnificent true clear pink dahlia with plenty of substance, and large exhibition blooms. **Root \$1.00**

JEAN TRIMBEE (S. C.)—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color, a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth. An unusual and outstanding variety that drew plenty of attention. Height, 5½ feet. **Roots 50c**

JERSEY BEAUTY (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. Height, 6 feet. **Roots 25c**

JERSEY BEACON (F. D.)—The most spectacular of the Jersey family. Color, a bright Chinese scarlet with a buff reflex, giving it a two-toned effect. Height, 4½ feet. **Roots 25c**

JEFFERSONIAN, F. D. (Retzer)—An immense bloom of mauve pink. A sport of Sultana of Hillcrest. Has been grown for four years in succession and stands true to color. Winner of an Achievement Medal at Nellsville, Ohio Show. Grown and highly recommended by the well known Mr. A. Swoboda, of Ridgefield Park, New Jersey. A fine plant and free bloomer. This variety has all the good qualities of its original parent. **Root \$3.50 Plant \$1.50**

JERSEY'S DAINTY (Incurved Cactus)—One of the best white cactus Dahlias to date, being a free bloomer and a good keeper. Good stiff stems. **Roots 35c**

JERSEY'S WHITE BEAUTY, F. D. (White)—This is a white commercial variety with a wonderful keeping quality and the best of stems. Color, pure white, free and prolific bloomer. Height of plant 5 ft. **Root 75c**

JESSICA DRAGONETTE (Semi-Cactus)—Large blooms of buff apricot suffused peach and mauve. The huge flowers have perfect form with beautifully pointed petals. An exceptionally strong grower that gives an abundance of exhibition flowers on real stems. **Roots 75c**

JIMMIE FOXX, I. D. (Johnson)—A spectacular dahlia of giant size; color coppery red tinged with henna. The flowers easily obtain a size of 13 inches in diameter by 8 inch depth and are supported by strong straight stems. The plant is an exceptionally sturdy grower having very heavy foliage. **Roots \$1.00**

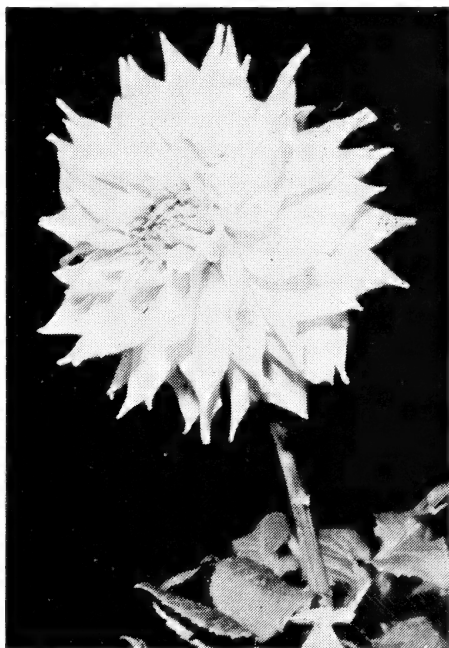
JIM MOORE (Loller)—It is distinctive in form and color. The petals are long and regular, rolling back at tips, while the color is a primrose yellow shaded gold and suffused salmon. A good healthy grower. Height, 4 feet. **Roots 35c**

J. K. ALEXANDER, JR. I. D. (Alexander)—Giant blooms of great depth and wonderful formation. Color, a deep scarlet with slight lines of gold on edge towards the tips. It is a large full flower with the petals closely set. They are held facing sideways on long, strong stems, with fine, large, heavy, insect-resistant foliage. Received an Award of Honor at the Georgia Experimental Station. Height, 4 to 5 feet. **Roots 50c**

JOSEPHINE G—S. C. (Grosscross)—Color is very pleasing true rose pink of a bright shade, soft petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. Height, 4½ feet. **Roots 35c**

JOAN CRAIG, I. D.—Chappaqua, a very striking new dahlia of rich color and fine form. Deep ox-blood red, almost black at the center. The reverse is burgundy. The petals twist and turn showing the reverse thus giving additional richness to the blooms. Good stems hold the flower erect at all times. Bush growth is vigorous. Listed in the Dahlia Futurity 1940.
Roots \$3.00 Plants \$1.25

JULIA IRENE I. D. (Parrella)—Color, in effect pink but in more details is a rose-pink with pencillings, or streaks, of deep rose. Blooms of immense size with petals flaring wide open and turning to back as the bloom grows older. Stems stiff as cane holding huge bloom facing well above the foliage. Plant, vigorous. Foliage, abundant and healthy. Julia Irene is a grand dahlia in every respect; for size, beauty, and quantity, it cannot be beaten. This is one dahlia that has come to stay. If you want a garden full of beautiful blooms, grow Julia Irene this coming season. Julia Irene is a Seedling of Kathleen Norris, but a finer grower and will produce three times as many blooms as the original parent. We are quoting the exact words received from Mr. D. D. Long of the GEORGIA EXPERIMENTAL STATION, "This variety is especially recommended for trial by those who found the Kathleen Norris variety difficult to grow in their respective garden." Height of plant, 6 to 7 feet. **Roots \$2.50**



JULIA IRENE

KATIE K. I. D. (Lakeside Gardens)—A clear pink, of large size on long stems. I think it is the greatest exhibition pink since Kathleen Norris. A certificate winner and it will win for you if you grow it in 1938.
Roots \$1.50

KATHLEEN NORRIS (I. D.)—Color, a true rose pink, deepening to a mellow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad, with twisting ends that enhance its beauty. The blooms are held facing on cane-like stems. Height, 4 feet. **Roots 50c**

KAWEAH I. D. (Meussdorfer)—Color, a deep, clear rose cerise, center of petals shading to a rich cardinal, and when fully matured, shades lighter towards the petals to a mauve or orchid color. The blooms are giants and are held facing sideways. Height, 5 feet. **Roots 50c**

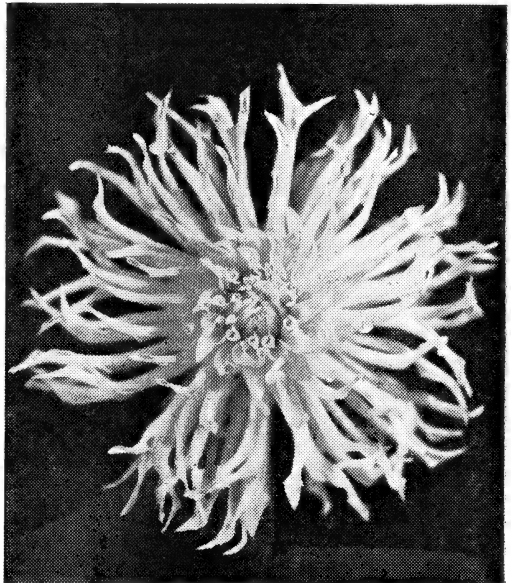
KENTUCKY SUN (White) F. D.—Probably the greatest yellow formal decorative to date. Winner of American Home Achievement Medal, Louisville, Ky., and on three Honor Rolls. We predict a great future for this fine, rugged variety, and describe it as a naturally large flower with great substance, of a bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower. **Roots 50c**

KENTUCKY ARISTOCRAT, I. D. (White)—Straw and pinkish yellow. Large blooms on the best of stems. A real prize winner. Height of plant 4 ft. **Root \$2.50**

KILGORE'S KING, I. D. (Kilgore)—Color, flesh at the center with outer petals gold. This is a strong rugged growing variety and the large blooms are erect on cane-like stems. A dahlia worthwhile growing. Height of plant from 5 to 6 ft. **Root \$1.00**

KIMIKAGE (I. Endow - Parrella)

—In introducing this lovely dahlia, we are positive of offering something real different. Kimikage isn't a large dahlia, but one of the most beautiful in color and very different in formation. The petals of this dahlia twist in such a fine manner that frankly it is hard to describe. You must see this dahlia in bloom to appreciate its real beauty. Color, lemon yellow. Light green foliage, insect resisting. Note: Kimikage is on Mr. Johnston's Honor Roll in **HOUSE BEAUTIFUL**, and Mr. Dudley in **THE FLOWER GROWER**. Height of plant, 4½ ft. **Root \$3.00 Plant \$1.25**



KIMIKAGE

LAETARE, S. C.—A bi-color dahlia which is unusually beautiful. Color, red and yellow. The lovely blooms are erect on cane-like stems. Height of plant 4 ft. **Root 50c**

We would appreciate very much if you print or write your name and address **PLAINLY**, in order to avoid confusion.

LELAND STANFORD (Ballay) I. D.—Bloom 12x5. Brilliant cardinal red, the Stanford University color. The originator claims this is the brightest big red so far. It does not fade in the hot sun. It is an early and free bloomer. Good stems. **Roots \$1.00**

LOUISE BATES S. C. (Cordes-Eastman)—A very spectacular dahlia of immense size. Blooms averaging well over 12 inches across. The color is a beautiful mellow pink, with a phlox purple center. A most prolific bloomer as well as an artistic and grand exhibition dahlia. Height, 5 feet. **Roots \$1.00**

LOIS WALCHER (Walcher) F. D.—Color dark purple with white tips. A lovely bi-color, winner of many Achievement Medals. Height of plant 4 ft. **Root \$3.00**

MAN O' WAR I. D.—A dark velvety red dahlia of large size and fine form. Good stem and fine foliage. A dahlia which is a pleasure to grow. Height of plant from 5 to 6 ft. **Root 50c**

MAD RIVER CHIEF (Mad River Gardens) I. D.—This great Dahlia has been described by many prominent Dahlia growers as "the finest red they have ever seen." A very large exhibition type; color rich velvety carmine red, with a darker center. Perfect, long stems. Height of plant 4½ ft. **Root \$1.00**

MARGRACE I. D. (Bissell)—We take great pride in presenting to you this prize winning dahlia. Color, brilliant scarlet, tipped and striped with gold. In hot weather the gold is not so prominent. It is a very deep flower with an exceptionally fine stem that holds the flower erect to facing. **Root \$1.00**

MARGIE PARRELLA, Note: See description and photo on back cover.

MARY GERALDINE (Galvin) I. D.—Rose red, every petal tipped white. A lovely bi-color of good size and form. Height of plant 5 ft. **Root \$1.25**

M. Co1 F. D.—A medium size dahlia. A beautiful tri-color flower. Yellow at the center shading to orange with silvery white tips. A fine grower and producer. Size of blooms, 5 to 6 inches in diameter. The blooms are erect on cane-like stems, facing sideways. We believe this dahlia will make a wonderful commercial variety, as the blooms have a fine lasting quality after it is cut. Height of plant, 4 feet. **Roots \$1.00**

MASON'S PURPLE BEAUTY F. D. (Mason)—This lovely dahlia which scored 85 at the East Lansing Trial Ground in 1936, is worth while to be planted in the best of Gardens. Color, purple, reverse whitish or silvery streaked. A prolific bloomer and an exceptionally fine grower. Blooms average from 9 to 10 inches. Height, 5½ feet. **Roots \$1.50**

MAYOR FRANK OTIS (Johns-Salbach) — I. D. Color, soft, rich golden yellow with just a touch of copper shading. This is one of the largest dahlias of the season. A real sensation. Winner of many medals and ribbons all over the country this past season. The originator claims that a bloom of this variety has been grown 17 inches in diameter, and 10 inches in depth. So you can use your own imagination. Mayor Otis is vigorous grower, free bloomer, and has a fine stem. **Roots \$5.00 Plant \$2.00**

MILTON J. CROSS, I. D.—Color, clear light lemon yellow at the center, shaded rose and coral on outer petals. Huge blooms on cane-like stems. Height of plant 5 ft. **Root \$1.00**

MISS BELGIUM S. C.—Not a large flower but possessed of great beauty. Perfect cactus type of bright orange. Winner of Silver Challenge Cup in Holland for the best foreign novelty. Height, 4 feet. **Roots 50c**

MISS GLORY, S. C. (Ballay)—Color, soft apricot yellow with lighter shadings. The petals are rolled and considerably uncurved. A fine exhibition variety. Blooms average 10 inches or better. Height of plant from 4 to 5 ft. **Root 75c**

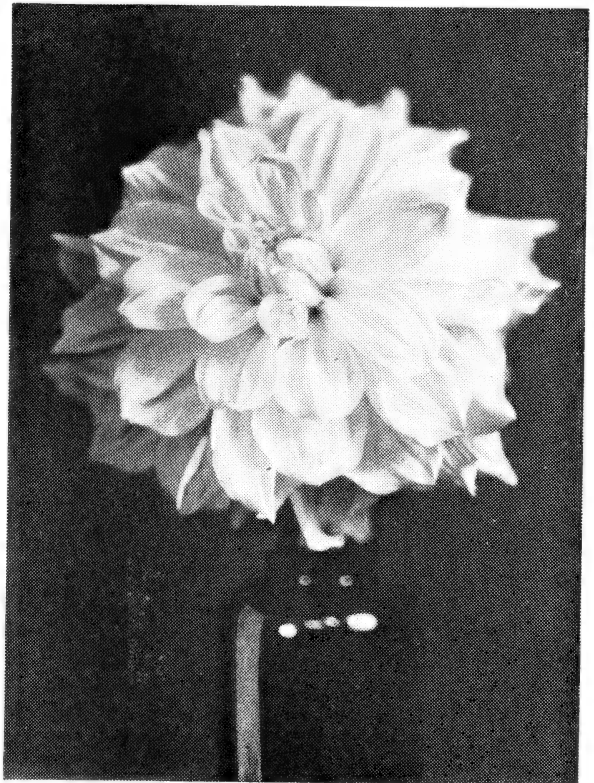
MISS LONG ISLAND I. D. (Jeffords-Parrella)—A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. It is a bright sparkling color and a very pleasing clean cut flower. Unusual disease and insect-resistant foliage. Height, 6 to 7 feet. **Roots \$1.50**

MISS OAKLAND, F. D. (Oakleigh-Lakeside)—A pure white dahlia of good size and exceptionally fine formed. A free and prolific bloomer, with fine stem, which holds the flower facing. A real prize winner. Height of plant 5 ft. **Roots 75c**

MISS OHIO Incurved Cactus (Frank's Dahlia Gardens)—Color, Lilac Rose. It is an easy grower, early bloomer, good root maker and seed producer. This variety is good for exhibition as well as cutting. Winner of many prizes. Height, 4 feet. **Root 75c**

MOON-GLO, F. D. (Parrella-Hulin)—Color lemon yellow. High center which gives it a distinct glow. A few occasional petals show a white streak along the edge which disappears as the bloom opens. A large flower on cane-like stems. An open bush and insect-resisting foliage, has all the good points of a fine dahlia. On Mr. Johnston's Revue in "House Beautiful" Magazine. Height, 4½ feet.

Roots \$1.50



MOON-GLO

MODEL 999, S. C. (Lakeside)—A seedling of Satan and very large. Color is a fiery red with gold reverse. An ideal bush. Good stem and fine foliage. Height of plant 6 ft.

Root \$3.00 Plant \$1.00

MONARCH OF THE EAST (Almy) I. D.—A giant flower of mustard yellow with an apricot suffusion, with good stem and a fine foliage. Certificate winner, and an Honor Roll variety.

Root \$1.00

MOTHERS' DAY I. D. (Australian)—This immense size white dahlia has been a constant winner on Show Tables for the past two years. Blooms average 13 inches or better. The large blooms are carried on fine stems. The plant is a clean grower, with good foliage. Height of plant 5 feet.

Plants only \$2.00

MOTHER MAYTROT I. D. (Berwick-Dahliadel)—A pure white dahlia of artistic and beautiful form, not temperamental, and produces its glorious blooms in profusion. Blooms are of exceptional good size held on best of stem, good foliage and an ideal bush. A true prize winner. Height of plant 5½ feet.

Root \$2.00 Plant \$1.00

MRS. GEORGE LE BOUTILLIER I. D. (Smith-Ruschmohr)—Color, deep crimson. The blooms are exceptionally large and are held erect on long stems. Height, 4½ feet.

Roots 50c

MRS. JAMES ROOSEVELT, S. C. to I. D. (Parrella-Hulin)—An even grenadine red with streaked yellow reverse, which gives a predominant orange-red effect with yellow tints and lightings. Petals slightly twisting, curling and slightly crinkled. Immense size blooms, 11 inches or more without forcing, with great depth. A very beautiful dahlia in color and form. Something different. Height of plant, 5 feet. This dahlia was named in HONOR of our President's Mother.

Root \$2.50

MRS. J. K. ALEXANDER—The best clear butter-cup yellow dahlia ever introduced. A 12-14 inch flower, free flowering, long stems, and is a REAL dahlia, a noble flower. Height, 4 feet.

Roots 75c

MRS. B. E. BURHELD "Australia"

(Parrella) I. D.—Light flock purple, reverse streaked white petals very twisted, canted tips. A large dahlia of exceptional beauty with good depth. Blooms average 10 inches or more facing on best of stem. An open grower and free bloomer. Good branching habits and fine foliage, height of plant 6 ft.

Root \$3.50 Plant \$1.50



MRS. B. E. BURHELD

The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

MRS. W. F. LORD F. D. (Pike-Parrella)—A grand dahlia from Canada. Color, a bright gold with tints of peach pink on reverse. Gold deepens to a golden orange to the center of the flower. This marvelous dahlia started its prize winning career in 1933 and continued in 1934, when it won the "Morley Mackenzie Cup" for the best seedling at the Toronto East Dahlia Society Exhibition. Also won as largest and best bloom at the 1934 Scarborough Show. **Roots \$1.25**

MRS. C. E. WILDON F. D. (Dixie Gardens)—Color, Scarlet red, orange reverse, 6 x 10, heavy, leathery, foliage, and prolific. Good stems, bush 4 feet. On Mr. Barron's Honor Roll. Scored 86.6 at East Lansing in 1937. **Roots \$1.50**

MRS. WILLIAM S. KNUDSEN I. D. (Dixie Gardens)—Color, pure white, 6 to 7 feet. Heavy insect resisting foliage. Bloom 10 x 12 x 7. On Mr. Barron's Honor Roll and won many prizes in undisseminated class. Scored 85. **Roots \$1.00**

MURPHY'S MASTERPIECE I. D. (Murphy)—This is a true gigantic dahlia and a real prize winner. Color, dark red that never burns in the hottest sun. Flowers are erect on cane-like stems. If you want to win at the Show, do not overlook this one. Height, 5 feet. **Roots \$1.50**

MYRA HOWARD I. D.—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. Height, 6 feet. **Roots 50c**

MRS. STEWART (S. C.)—Color, straw yellow, splotted with strawberry pink, rose lavender reverse. Form is very attractive as the petals curl and twist. An Australian dahlia of real merit. Good stem and foliage, and a very fine bush. Deserves a trial. Blooms average up to 12 inches. Height of plant, 5 ft.

Roots \$3.50 Plants \$1.50



MRS. STEWART

Rosemount, Montreal, Canada

Mr. Parrella:

Those 6 outstanding dahlias I grew from your seed is a most wonderful collection better than ever this year. I don't think there is any better any where no matter what price anyone paid for them, and all credit is due to you for putting such high class dahlia seeds on the market in reach of everyone. **J. R.**

ORIENTAL BEAUTY (S. C.)—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The petals gracefully curl and twist, making this flower very attractive and desirable. Height, 5 feet.
Roots 50c

OAKLEIGH MONARCH F. D. (Oakleigh Gardens)—It is bright cerise red color—quite unlike any other introduction of recent years, and the keeping qualities, for such a large Dahlia, are remarkable. By actual test, blooms of Oakleigh Monarch have kept for seven to ten days in perfect condition after it is cut. Oakleigh Monarch scored 86.9 at East Lansing, and we recommend this dahlia very highly for its fine performing qualities. Height, 5 feet.
Roots 50c

OMAR KHAYYAM (F. D.)—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. Height, 5 to 6 feet.
Roots 35c

ORIENTAL GLORY I. F. (Swartz)—Color is cadmium orange, overlaid with scarlet; center and reverse heavily shaded scarlet, a truly beautiful color. The flowers which are large and of great depth, are held on strong stems, and in great profusion, well above the robust bush that averages about 5 feet.
Roots 50c

PALO ALTO (S. C.)—A real giant, the color of which is clear, bright salmon, shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centers. Well recommended as a winner.
Roots 50c

PHYLLIS KNIGHT (FitzGerald-Parrella) I. D.—A dahlia of gigantic size 12 to 15 inch bloom, unusual color, the beauty is not only in its size, but also its color. It is a salmon and rose pink. The giant blooms are borne on cane like stem, blooms facing. Has fine growing habits, an open grower with dark green foliage, insect resisting. Height of plant 5 to 6 feet. This dahlia took many prizes this past season.
Roots \$2.00

POT O'GOLD, I. D.—Color, clear sulphur yellow. Blooms average 8 inches on fine stem. Height of plant 4 ft.
Root 35c

POINSETTIA, I. D. (Holland)—A bright scarlet with large flat petals that spread out to give great width, with a depth of good proportion. The stems are perfectly stiff, and the blooms are good keepers.
Root \$1.00

PRACHTKERL (Semi-Cac.)—Color, Empire yellow, with long, broad petals that curl and twist in a most enhancing manner to give the huge blooms great depth. They are held facing sideways, high and well above the heavy insect-resistant foliage, on long stems. Height, 4 feet.
Roots 50c

PREMIER'S MAJESTIC—I. D. (Premier) Color salmon, gold and mulberry. A real fine dahlia on cane-like stem. A profuse bloomer, good plant and fine foliage. Certificate Winner at different trial grounds. Height of plant 5 feet.
Root \$2.00

PREMIER'S WINSOME (Premier) I. D.—Color white suffused with mallow pink. A very massive bloomer. Which can be grown to an immense size, with proportionate depth. A dahlia of real merit, with all the good qualities a dahlia should have. A Certificate Winner and this dahlia will win for you.
Root \$3.00 Plant \$1.00

PRINCE OF PERSIA (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson, the petals of which are of great depth and substance, making an unusually deep and attractive flower. Height, 5 feet. **Roots 50c**

RED SUNSET—Informal Decorative; very bright vivid Chinese scarlet; long stems and healthy grower. Beautiful foliage. We have never grown so large a red dahlia except Satan. Received a Certificate of Merit at A.D.S. Trial grounds. East Lansing, Mich. Score 85 E. **Root \$2.00**
The above is an exhibition dahlia.

RENATE MULLER Incurved Cactus (Germany)—One of the finest to date; large flowers on the best of stems. Color bright rose with pale yellow center. Height, 4 feet. **Roots 75c**

RETA BALLIN, I. D. (Foreign-Parrella)—An exceptionally fine dahlia of good size and depth. Blooms average 10 inches in diameter, and 7 inches in depth without forcing. Color, lemon yellow almost an empire - yellow. (Ridgeway) Petals slightly curled at the tips. A fine exhibition bloom with a closed tight center until the end of the season. A good plant with insect resistant foliage with cane like stem. A fine addition to any garden. On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Height of plant 4½ ft. **Root \$3.00 Plant \$1.25**

ROBERT EMMETT I. D. (Maroney-Dahliadel)—This grand dahlia is a cardinal red, with a velvet texture; the flowers are of good size and are held facing sideways on best of long stems. Height, 4 feet. **Roots 50c**

ROBERT L. RIPLEY I. D. (Salem)—Rhodamine purple with rose suffusions throughout the entire bloom. This dahlia is of immense size on a strong stem. Has been grown 16 x 12 inches. Many first prizes at both National Shows, Chicago and other exhibitions. Created a sensation wherever shown. Will develop a full flower from a cut bud not even showing color. "Believe It Or Not." **Roots \$1.50**

ROCKLEIGH MOON, F. D. (Taylor)—Light lemon yellow of medium size on bushes that are very vigorous. The stems are stiff and the blooms keep well. **Roots 50c**

ROSE FALLON F. D.—A huge bloom of orange amber. Good grower and fine producer. **Root 25c**

RUBY TAYLOR, I. D. (Garrity)—Deep large flowers of velvety carmine are a general favorite with all. The bushes are strong growers about five feet. Stems always good. **Roots 50c**

RUDOLF'S GIANT Inf. D.—Bright buff-apricot. This dahlia is signified by its name. While the bush is not a tall grower, it produces excellent foliage and good stiff stems. The flower in addition to having width has depth and the centers are tight and compact. **Roots \$2.50**

RUTH DENNING, (Cox-Parrella)—Formal Bi-Color. White tipped with rich rosy crimson about one-fifth to one-quarter of the petal. A bright lively flower, the older petals take on an entire pale rose flush. Blooms average 8 inches to 9 inches and very attractive. A free and prolific bloomer, good stem and foliage. Height of plant 4 ft. On Mr. Barron's Honor Roll. **Roots \$2.00**



ROYAL ROBE I. D. (Sigismondi-Parrella)

—Color, rich royal purple. The reverse shows a definite silver shading that in no sense is a faded color, but gives the purple a clear brightness. The huge blossoms are borne on long and cane-like stems which never droop. This is a seedling of Jane Cowl, and like the original parent, it is a tall growing bush with a fine foliage, insect-resisting. This particular variety never shows a center. Height, 5 feet. **Roots \$1.00**

JUST A FEW OF OUR MANY TESTIMONIALS

Fox Lake, Illinois, January 27th, 1940

Dear Sir:

I am herewith giving you a brief report on dahlia plants that I have gotten from you this past spring. A. L. Alexander did fine; large strong bush, lots of blooms, 8 to 10 inches, but in my opinion too much like Omar Khayyam. Thelma Cain very good. Did fine, very large blooms. Director M. A. Howe very good, did fine, lots of blooms, admired by all. Town Topic, this is the real dahlia—very outstanding, every bloom came true. Every one that came into my garden stopped and admired it. J. H. B.

Beulah, Mississippi, April 3rd, 1940

Dear Sir:

Enclosed order and check for 11 dahlia roots. Please send by Parcel Post immediately, as they should be planted as soon as possible, as I have some dahlias 6 inches high now. I bought dahlias from you last year, and like them very much. W. L. D.

Jackson, Michigan, October 10th, 1940

Dear Mr. Parrella:

Reading through your Catalogue I note you recommend Bone Meal as a fertilizer for dahlias. Is that better than Vigro for dahlias? If so I certainly want to change. I am just a back yard grower, do it for a hobby, and enjoy it very much. One particular introduction of yours "Vin Well Empress" did wonderfully well for me this year, produced dozens of large gorgeous flowers. Every one true color and on great long stems. W. C. B.

Smoots, Virginia, February 26th, 1940

Dear Mr. Parrella:

Your Catalogue came today and was glad to get it as I want to add to my dahlia collection a little each year. Last year I got five or six from you, and they were very satisfactory. L. P.

New York City, N. Y., September 6th, 1940

(Please note: This letter came from a true Garden Expert and he sure knows his dahlias.)

My Dear Mr. Parrella:

I desire to take this opportunity to tell you that the dahlia bulbs I received from you developed into some of the most wonderful dahlia blooms that I have ever grown in my garden. I contribute it a great deal to the quality and the stock that you grow. I brought several of the blooms down to the office today and they were the admiration of all who saw them. With warm personal regards to you, I am, very truly yours, J. M.

Milwaukee, Wisconsin, October 3rd, 1940

Dear Mr. Parrella:

I have about twelve good seedlings from those seeds you were kind enough to give me—a beautiful white between a semi-cactus and informal—another cream white coming into bloom now—another red with rose reverse on petals—a large plant about 6 feet tall with the terminal bud showing a color that is not quite clear enough to know what shade it will be, but on the darker side—others with buds and ready to open—so don't ask me whether I am pleased—because I am. J. E. J.

SCARLET ANNE, I. D. (Stock-Parrella-Hulin)—An unusually bright scarlet red with bronzy sheen of medium size. A free and constant bloomer. A fine commercial type and excellent for basket work. Florists will like it. An exceptionally good plant with good branching habits, dark green foliage—insect resisting. Blooms average 6 to 7 inches, with very good depth. Good formation, closed center until the end of the season, and petals with fine substance. Blooms keep well on bush as well as when cut. Height of plant 4 ft. (Note) **SCARLET ANNE** received a Blue Ribbon in the Commercial Class at the New York Show, September 26th, 1939. Also a Bronze Medal at the Camden Dahlia Show on Mr. Dudley's Honor Roll in **THE FLOWER GROWER**.
Root \$3.50 Plant \$1.25

NOTE: A comment from the well-known Mr. A. Swoboda, of Ridgefield Park, New Jersey. "Scarlet Anne, the outstanding medium Formal red, nothing better."

SAN FRANCISCO I. D. (Ballay)—Color, shrimp pink, the blooms are very large held on best of stems. Clean grower and fine foliage. Height of plant 4½ feet.
Plants only \$1.50

SALEM PRIDE (F. D.)—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches
Roots 35c

SATAN (S. C.)—Here is one that should be in every garden. Color, a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems! The blooms regularly measure from 10 to 12 inches in diameter. Height, 5 to 6 feet. **Roots 50c**

SHAHRAZAD (I. D.)—Described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems. Height, 5 feet.
Roots 50c

SONNY BOY I. D. (Nunneville)—This giant dahlia is of old rose, slightly striped and tinged old gold, and attains great size in the open field, and we can highly recommend it as a very hardy variety. The huge blooms, which are also of great depth, are held facing sideways on long sturdy stems. Height, about 4 feet.
Roots 50c

SON OF SATAN Inf. D. (Slocum)—One of the largest and brightest of its type. Intense flame red on excellent stems. Blooms up to twelve inches in diameter. A sensation in any garden, and a winner in any show.
Root \$1.50

STAR OF BETHLEHEM (S. C.)—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth. The bush is always covered with blooms which have the shape and appearance of huge stars. Height, 4½ feet.
Roots 50c

SULTAN OF HILLCREST F. D. (Scott)—A large flower of unique form, color, lemon yellow, with reverse of rosy pink, the outer petals recurving towards the stems, giving the flower an unusual color effect. The huge flowers are held on good, strong stems. Height, 4½ feet.
Roots 50c

SUN RAY, I. D. (Straight-Ruschmohr)—Color, clear buff with apricot suffusion, with a rather distinct peach red on reverse of petals. The large blooms are erect on the best of stems. A true Prize Winner. Height of plant 4½ ft.
Root \$3.00 Plant \$1.00

THE FIREMAN I. D. (Success)—A striking cardinal red, with golden flushes and golden tips. The petals are long and wavy, and twist gracefully near the tips. The flowers are large and are held facing sideways on long, stiff, stems. Height, about 6 feet. Roots 50c

THOMAS EDISON (F. D.)—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late. Roots 35c

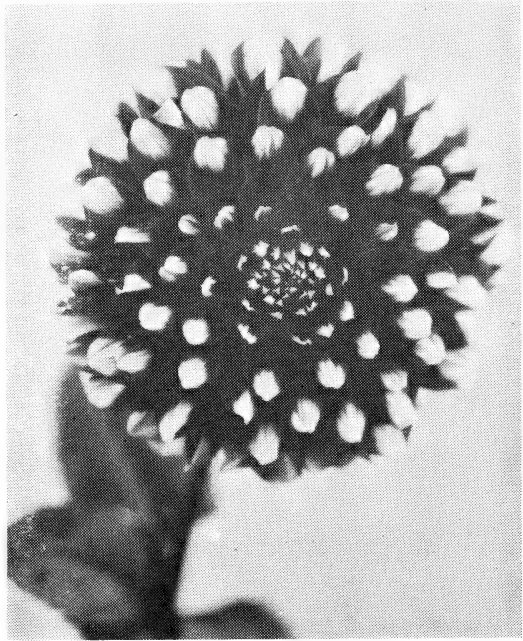
TOWER'S EMPIRE I. D. (Tower-Parrella)—Immense blossoms of a clear gold with a deep amber shading at the center, on the best of stems. Blossoms can be grown to a very large diameter. This variety has a wonderful branching habit. Height of plants average about 8 feet. Unusual and insect-resisting foliage. This dahlia deserves a place in the best of gardens. Roots 75c



THELMA CAIN

THELMA CAIN, I. D. (Cain-Parrella)—Color, light coral red all outer petals, but shades of jasper pink at center and on backs of petals. The giant blooms are facing on fine stems. Good plant, best of foliage and exceptionally fine grower. This dahlia has received 3 Certificates of Merit from the Trial Grounds and is an Honor Roll Dahlia. Height of plant 6 ft. Root \$3.50 Plant \$1.50

TOWN TOPIC (Hulin-Parrella)—Something really sensational in a new dahlia. It is a direct cross of White Abundance on WENOKA and retaining the best features of both, the wonderful free blooming of Abundance and the fine keeping qualities, with long stiff stems, of Wenoka. THE BUSH is very rugged, medium tall with many laterals very upright. Insects left it entirely alone in our plantings. The blooms will average nine inches grown normally, with ten to fifteen inches of clear stem above the first set of leaves. According to the chart the general color is magenta purple shading to petunia purple. About $\frac{1}{3}$ or more come perfectly tipped white, which is a glorious sight. If all blooms came tipped it would cost twice as much and be worth more. The fine keeping quality is a feature not found in many dahlias of this size. THE FORM of the bloom is a very compact formal, very deep and perfectly full at all times, never shattering. For the past two seasons it has been "The Talk of the Town" and this is how it acquired its name.



Roots \$5.00 Plant \$2.00

TOWN TOPIC

VIN WELL ARISTOCRAT (Blamer-Parrella) F. D. 8 x 4. Bush 5 ft.—A very early and free blooming red that will have a future in the cut flower market. Not an extremely large bloom but by careful disbudding exhibition flowers may be obtained. Center full and a most excellent stem. The color may be classed a brick or sunset red with yellowish red reverse, and shadings. Has met with favor wherever having been grown on trial.

Roots \$4.00 Plants \$1.50

VIN WELL BRIDESMAID, S. C. (Blamer-Parrella-Hulin)—This lovely dahlia received an "Award of Honor" at the Georgia Trial Ground. We are using description received from the Trial Ground, which we believe describes the flower to a "T." This is a very distinctive old rose, suffused and tipped yellow, semi-cactus variety. Form is very attractive as the petals curl and twist, showing reverse color. Blooms average 8 x 5 good substance, on strong stems, 6 inches to 8 inches above upper leaves. Prolific bloomer, plant vigorous, medium tall, foliage dark green and insect resisting. Received an "Award of Honor" at the Dahlia Society of Georgia for distinctive color and formation, in addition to other good qualities.

Root \$2.50

VIN WELL BLUEBIRD (Blamer-Parrella)—Formal Decorative—10x5—5 foot bush. A large blue purple which can be grown very large for exhibition or grown commercially is very prolific. 12 to 15 seven inch bloom not unusual. Stem straight and strong. Never tips.

Roots 75c

VIN WELL FAIRY I. D. (Blamer)—Color a pure white and one of the best white dahlias we have grown. This particular variety stands all kinds of abuse of the elements, and especially the hot weather. It does not bruise or burn. Size of blossom averages 8 x 4 inches. Height

Roots 50c

VIN WELL BITTERSWEET

(Blamer-Parrella-Hulin) I. D.

—Coppery red laid over amber.

A dahlia with an entirely new color and a perfect formation with huge blooms and great depth on the best of stems. A free and prolific bloomer and insect resisting foliage. Height of plant from 4 to 5 feet. We recommend this dahlia highly. Vin Well Bittersweet not only received several Blue Ribbons at the Wellston Show in Seedling class as well as color class, but also is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Barron's Honor Roll in THE FLOWER GROWER Magazine. Very much admired at our Gardens. (An excerpt from Reverend E. B. Moyer of Parkersburg, West Virginia.) Now we come to Vin Well Bittersweet, Mr. Parrella you have some flower there. This morning we took two blooms from that plant each nine inches across, excellent stems, as fine foliage as any dahlia could have, and the color is new and very pleasing and satisfying.

Root \$3.00 Plant \$1.25



VIN WELL BITTERSWEET

VIN WELL PRINCESS (Blamer-Parrella) F. D.—A large deep full flower held on cane-like stems above a healthy rugged bush. The color is unusual as near as we can see it without the aid of technical charts. Color is a lilac pink, overcast with a transparent sky blue sheen. A very beautiful dahlia that will lend pep to the Autumn shades. An early and prolific bloomer, fine lasting qualities. Blooms are of large size and keep well after it is cut. Height of plant 6 feet. Roots 75c

VIN WELL TITIAN I. D. (Blamer-Parrella)—Color, autumn; technical color description. Lemon-yellow, lightly tinted coral red, reverse more heavily tinted. Flowering habit, very good. Date of first bloom, August 5th. Substance, good. Stem, 4¼-16¼ inches, strong, stiff, somewhat bowed; flowers half facing. Habit of plant, strong, vigorous, heavily branching. Health, excellent. Diameter of flower, 7½-11 inches; depth, 3½-5¼ inches. Height, of plant, 4½-5½ feet; spread, 2½-4 feet. (A very large flower.) Roots 50c

VIRGINIA RUTE (Informal Decorative) Chappaqua Gardens—An exceptionally large flower on extra long stems. Blooms of deep rich velvety maroon with broad pointed petals, having tight centers, good form and substance are held well out of the foliage on long erect stems. Easily grows to immense size without coddling; 12 to 14 inches by 9 inches deep. The bush growth is vigorous, foliage insect resistant. Height 5 to 6 feet. Roots \$3.00 Plant \$1.00

VOLCANO (Richardson) I. D. to F. D.—Color orange flame red that does not fade or burn. Bloom averages 11 to 12 inches diameter, and 7 by 8 inches depth. A real fine dahlia and a Prize Winner. Fine bush, good foliage, the best of stem, and an exceptionally good grower. Height of plant 5 feet. Roots \$1.50

VIN WELL EMPRESS (S. C. Blamer - Parrella - Hulin) — A dahlia with an entirely new color. This dahlia not only has beauty but also has size. Color, pure deep rose, no shadings. The huge blooms are erect on best of stems, facing. The plant is perfect in growth, and the foliage is insect resisting. This variety was very much admired in our gardens this past season. If you want to win a Blue Ribbon at the Show next fall, grow Vin Well Empress. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL. Height of plant from 5 to 6 feet.

Root \$4.00 Plant \$1.50



VIN WELL EMPRESS

WATCHUNG GIANT (Smith) I. D.—Color, deep amber yellow suffused orange carmine. One of the best of the 1937 Introductions. The blooms are not only large, but also beautiful. **Root \$1.00**

WHITE WONDER (I. D.)—Bloom, 11x7. A pure white dahlia. The giant blooms are well formed with long pointed, twisted and curled petals. Gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. Height, 5 feet. **Roots 35c**

WAYVILLE BEAUTY (F. D.)—Pure white blossoms of medium large size and great depth. An unusually fine commercial dahlia and is outstanding also for the garden and for exhibition. The plants are of an open, branching growth with long, stiff and easily disbudded stems. Flowers profusely. **Root \$2.00**

WENOKA F. D. (Hulin-Parrella)—A huge decorative of a solid Rosy Mauve or deep Magenta. This is the flower that caused such a sensation at East Lansing Trial Gardens where it won a Certificate with a score of 88. **Roots 75c**

YOUTH I. D. (Parrella-Hulin)—A gorgeous Bi-Color of medium size. Color, American beauty, shading to magenta toward the center, tipped white. Outstanding in every respect, unusual formation and resembles a water lily. A fine commercial variety, has a wonderful keeping quality. **Root \$1.00**

Towson, Maryland, March 11th, 1940

Mr. Parrella:

Find enclosed \$3.00 for which I would like you to send me 50 Super dahlia seeds, if I get dahlias from them like I did last year I will have something to be thankful for. I have gotten 3 Seedlings Decorative and they measure from 10 to 12 inches and that is a fact. Please send these seeds at once. **R. S.**

Dunmore, Pennsylvania, June 3rd, 1940

Dear Sir:

Just a line to let you know I received the dahlia roots in perfect condition, and thank you for the two gratis and the prompt delivery of the roots. **P. J. M.**

WAGSCHAL'S PHANOMEN (I. D.

Wagschal-Parrella)—Color, Canary yellow. Blooms up to 12 inches, erect on cane like stems. Formation perfect. The immense blooms have a wavy petal formation. This dahlia is just a little different from the regular run of yellows. A good plant. Insect resisting foliage. A real fine dahlia, and we recommend this dahlia very highly. (A dahlia with a shower of blooms) was awarded a "Certificate of Merit" by the German Dahlia Society in 1938. Also on Mr. Robert's Honor Roll in THE FLOWER GROWER. Height of plant, 4½ ft. Root \$5.00 Plant \$2.00



WAGSCHAL'S PHANOMEN

SPECIAL COLLECTION OFFER OUR OWN SELECTION

No. 1 (a) 15 roots, all named and labeled, no two alike, some of the latest Introductions included, Catalogue value not less than \$10.00 for \$5.00.

No. 2 (a) 12 roots, all large varieties, all named and labeled, large type, regular value \$5.00 for \$2.00.

No. 3 (a) 6 Miniature dahlia roots, no two alike, all named and labeled \$3.00 value for \$1.75.

No. 4 (a) 6 Pompon dahlia roots, all named and labeled, no two alike, regular value \$3.00 for \$1.75.

EXTRA SPECIAL

For \$10.00 we will send you 12 roots, all large type varieties, and up-to-date ones, regular catalogue value \$20.00 or more. You can rely on our promise.

For those who have purchased our Special Offer before, no introduction is necessary, as they know the Parrella treatment.

BALL DAHLIAS - ROOTS ONLY

A. D. LIVONI—Soft pink. Root 50c
CAROLYN BALL — Clear pink.

Root 50c

J. C. D. — Red and purple bi-color.
Root 50c

MAUD ADAM — Clear shell pink.
Root 35c

MRS. C. D. ANDERSON — Rich
purple crimson. Root 35c

PEACHERINO — Coral pink.
Root 50c

ROBERT BROOMFIELD — White.
Root 35c

STORM KING — White. Root 35c

JAMES VICK — Purple crimson. Root 50c

VIVIAN white—Edged rose velvet. Root 50c

The entire collection for \$3.00

IN THE SMALL VARIETIES WE ARE OFFERING THE
FOLLOWING WHICH ARE VERY GOOD

MINIATURE DAHLIAS

- BABY ROYAL S. C.**—Salmon pink. Root 35c
- BISHOP OF LLANDORF (Duplex)**—Red, plant very unusual, foliage almost black. Root 35c
- BO PEEP**—Miniature ball of three inches deep. The color is purple and formation is lovely on the best of stems. Root 50c
- CHERUB (Hulin-Parrella)**—A new formal decorative miniature of a deep pink throughout. The center is a shade deeper than the rest and is so artistically formed Root 75c
- COLLEEN (F. D.) (Blamer - Parrella)** Color, Pure white delicately striped lavender. A very attractive flower with fine stem. This variety attracted plenty of attention at our Gardens. Profused bloomer. Roots 75c
- COURONNE F. F.**—White. Root 50c
- KISS ME M. I. D.**—Red and White bi-color. Root 35c
- LITTLE COLONEL (Min. S. C. Galloway-Parrella)**—Size 3" to 3½", bush 36". Color, soft pink with primrose center. This miniature is a clean, exceptionally vigorous grower Root \$1.50
- LITTLE PAL Min. F. D.**—2½ x 1½—Bush 2½ feet. Color, yellow base, heavily overlaid rose, tipped deeper rose. Flower assumes rose two tone effect when viewed at a little distance. Prolific bloomer on excellent stems. Root 75c
- LITTLE SNOW QUEEN C.**—White. Root 50c
- MINTO (Hulin-Parrella)**—A seedling of Gold Rose with much of the same formation but a very lovely bright pink with more petals. It is the cupped type which is so attractive in the Miniature class. The blooms will average 3 inches on perfectly stiff stems. A wonderful free bloomer and good keeper after cut. The lovers of the small types fall heavy for MINTO. No plants. Root \$1.00
- RED BONNET (Lee-Hulin)**—One of the brightest little Miniatures we have ever grown. It is a small Formal of bright Cherry red, no other color. Medium low bushes are always covered with little spots of red. Reports from New York and Ohio report it as one of the best of all reds. If you like red this should please you well. Root \$1.00
- SCHLING'S FAVORITE, C. (Schling)**—An excellent miniature combined with all good qualities that a dahlia should have. Color old rose on the outer petals blended with Saffron yellow towards center of flower. Each petal is sprinkled with gold, which makes this flower very outstanding. Blooms are finely formed and borne on good long stems. Exceptionally fine plant with good branching habits, and insect resisting foliage. Free and profuse bloomer. This variety is unbeatable for basket work. An Introduction of Mr. Max Schling, Dean of the Florist in the U. S. Roots \$2.00
- SYLVIA F. D.**—Scarlet red—one tone. Very good. Roots 75c
- TOOTS (Lee-Hulin)**—Another little classic of bright lavender, about 2½ inches on long stiff stems. A lovely little flower for vases or basket work. Bushes medium tall with lots of bloom all season. This is one of the best and a large stock permits you to own it at Root 75c
- WINE DROP M. D. (Kanouse)**—A lovely little wine colored flower of about 2 inches on wonderful stems. The centers never open and keep extra well as a cut flower. Roots 75c
- ZEE Min. Ball** 2½ x 2—Bush 4 feet. Color straw yellow, tipped and overlaid bronzy lavender, giving flower a rich chrome appearance. Long bare stems, and a wonderful bloomer. Roots 75c

- ORDER BLANK -

PARRELLA DAHLIA GARDENS

3380 ELY AVENUE

BRONX, N. Y.

Telephone OLinville 5-8384

Mr.

Mrs.

Name Miss

Address.....

City _____ State _____

When Wanted.....

Ship Via..... Amt. Enclosed.....

[illegible]

Please make Check or Money Order payable to Albert Parrella

-:- MEMORANDUM -:-

The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

EXHIBITION POMPON DAHLIAS - ROOTS ONLY

CORAL (Pom.)—Color, Soft coral shading to salmon. This little pom. has every good quality that a pom. should have, Roots \$1.00

CECIL—RED	\$.50	LITTLE EDITH—Bronze	\$.25
DAINTY MISS—White with an overcast of pink50	LITTLE HERMAN — Red and white35
HAZEL DELL—Rosy pink50	MORNING MIST—White with rosy lavender at center35
HELEN ANITA — Lavender white center35	ORANGE DROP—Deep orange35
IROQUOIS FLAME—Red50	YELLOW GEM—Yellow25
LITTLE BELLE — White overcast35	ZOE—Yellow with lavender50

LITTLE NELL (Pom.) (Galloway - Parrella) A lovely pom. with pink orchid shadings. Size of bloom a little over an inch. A perfect pom. for Show purposes. Roots \$1.00

SINGLE DAHLIAS - ROOTS ONLY

FRAGRANCE, Red, edged white50	PURITY—White	\$.35
FUJI SAN—Gold, with red color at base50	TANGO CENTURY—Orange and Gold50
KITTY—Light pink	\$.75	YELLOW DOG WOOD—Yellow50
PRISCILLA Single (Chappaqua-Parrella) —Large blooms of autumn tints shaded with orange scarlet. Long slender stems that are ideal for cutting. Root \$1.50			
DEBUSSY Single (Chappaqua-Parrella) —Very large blooms of soft flame on long slender stems. Root \$1.50			
GRANITE FALLS —An exceptional beautiful collarette. We recommend this dahlia very highly. The flowers are light red with a yellow collar. 50c			
TWINKLE —Orchid flower. Bi-color, rose and white. 35c			

Utica, New York, April 30th, 1940

Dear Sir:

Your roots arrived in fine condition, and I am very pleased with them. Thank you very much for the complimentary roots. F. Z.

Queens Village, N. Y., May 22nd, 1940

Dear Sir:

Received plant Town Topic at 3 P.M. today in excellent condition. Thanks for same!

G. M. W.

Canisteo, New York, Oct. 7th, 1940

Dear Sir:

I saw in our Sunday paper that you have a splendid exhibit of dahlias at the World's Fair. Do you raise them to sell? If so, I am interested in your varieties and prices of your bulbs.

A. V. W.

Lafayette, Louisiana, April 24th, 1940

Dahlia Friends:

In acknowledging receipt of the Dahlia roots; kindly allow me to express my sincere appreciation for same and you may rest assured that I will advise from time to time as to how they are progressing. I will say one thing, you certainly know the art of keeping the roots through the winter, judging from their looks. A. S. O.

Emerson, New Jersey, October 8th, 1940

My Dear Mr. Parrella:

Again you shall be the first to whom I write about my Show record. My this year's winning average (compared with number of entries) is lower than last year's, but this season I took more chances (with bad transportation), entering bigger Shows with tougher competition, and I am more than satisfied with the results. Out of 49 entries in 5 Shows I received: 20 Firsts, 10 Seconds, 5 Thirds, 1 Sweepstake, 1 Medal, 1 Special, and 1 Honorable Mention. Blooms from your stock received 6—1—3—2—1—3 and 1 Honorable Mention, with many, many other excellent blooms not ready on Show dates. M. S.



MARGIE PARRELLA

The Dahlia, a gold-mine to the Florist Trade

MARGIE PARRELLA (F. D. Maxwell-Parrella)—In introducing this dahlia we are positive of offering one of the best white cut flower variety on the market. Blooms will open in full in the hottest days of July and August without being bruised or burnt. This variety not only is a prolific bloomer, but also produces twice as many blooms than any other commercial dahlia on the market. Size of bloom without disbudding, 7 inches or more. Note: Flowers facing, easy for packing. Natural stem from 12 to 24 inches. An exceptionally fine foliage for a white dahlia. This variety also has a wonderful branching habit. A basket of this dahlia at the New York Show, which were cut after four days of heavy rain, won the Blue Ribbon over Jersey's Beauty. This dahlia has been tried out in many parts of the country this past season, and we received very fine reports. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Dudley's in THE FLOWER GROWER. Height of plant, 5 to 6 feet.

Root \$3.00 Plant \$1.25

ALBERT PARRELLA DAHLIA GARDENS

3380 ELY AVENUE Cor. 222nd Street BRONX, N. Y.
Phone: OLinville 5-8384